

ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY
Tank Programs Division

Underground Storage Tank Program

ROUTE 66 INITIATIVE STRATEGIC PLAN

Purpose:

- assist property owners in permanently closing abandoned underground storage tanks (USTs);
- assist UST owners, operators and volunteers in investigating and cleaning up leaking UST (LUST) sites
- expedite LUST case closures before the termination of the State Assurance Fund (SAF) in 2011.

Objectives:

- Identify and permanently close abandoned USTs; and identify releases through the Municipal Tank Closure Program (MTCP).
- Investigate, clean up and close LUST sites before termination of the SAF, if possible.
- Establish a good working relationship between ADEQ and stakeholders in the project areas.
- Communicate successes using various mechanisms.

General Activities: (per project area)

- Communicate with local officials (city and county) to promote the initiative
- Generate a list of involved stakeholders
- Conduct public meetings, if needed, to present the initiative to the local public
- Identify eligible MTCP sites
- Communicate (by telephone or meetings) with UST owners, operators, volunteers and property owners to discuss their UST options
- Select MTCP sites, perform permanent closure and identify releases
- Communicate with the UST owner/operator/volunteer's consultant to discuss corrective actions appropriate for each specific LUST site
- Communicate and coordinate with UST stakeholders to expedite corrective action activities
- Conduct periodic public meetings, as necessary
- Track and communicate activities and successes through Route 66 Initiative web-page on ADEQ web-site

ROUTE 66 INITIATIVE COMMUNICATION PLAN

Purpose: The intent of the communication plan is to identify the Route 66 Project's communication goals, contacts, activities and timelines.

Goals: Effectively communicate the project's goals, status and achievements internally and externally by:

- a. Building an efficient working relationship between the UST owners, property owners, citizens, municipal officials, consultants and ADEQ by personalizing the project to the stakeholders.
- b. Providing an in-depth description of the project and its goals to the people in the target area through various media.
- c. Providing periodic updates on the status of the project and individual sites to internal and external stakeholders through various media.
- d. Ensuring ADEQ answers questions promptly and accurately.

Activities:

1. Create a Route 66 Initiative web site that will include periodic updates of:
 - a. Overall project status.
 - b. Individual site status.
 - c. Public meetings
 - d. Successes
 - e. Photos
2. Publish a newsletter that includes the project status.
3. Coordinate meetings with involved stakeholders as needed.
4. Periodic meetings with individual owners, and municipal and county officials.
5. Periodically work with the local newspaper on articles about the project.